

## REMARKS

Upon entry of the foregoing amendment, claims 2, 7, and 11-18 will be pending. Claims 1, 3-6, and 8-10 will be canceled. Claims 2, 7, 11, and 14 will be amended. Claims 17 and 18 will be added. Claims 2 and 7 are independent claims.

Claims 1-16 stand rejected under 35 U.S.C. § 102(e) as allegedly being anticipated by U.S. Patent Application Publication No. 2002/0019817 to Matsui et al. (“Matsui”). Applicant respectfully submits that Matsui does not teach identifying by using the commodity provision information *on a specific commodity as a key* such that the received commodity provision information partially or completely coincides with the stored commodity provision information, as claimed.

This patent application discloses a system by which a person searching for information can obtain the personal information of a consumer by using commodity provision information on a specific commodity as a key. Typically, if consumer is provided with a specific commodity, he or she is likely to need provision of other commodities as well. For example, a searcher such as a furniture vendor can obtain the personal information of a consumer that recently purchased a child's blanket. The searcher may enter *a specific commodity as a key* (e.g., a child's blanket). As a result, the searcher may suggest other commodities such as a child's studying desk to the consumer.

In contrast, Matsui does not teach identifying by using *a specific commodity as a key*, as claimed. Rather, Matsui allows searches for personal information based on predetermined categories like hobbies, sex, occupation, and annual income, not a specific commodity. A category, which is a grouping by definition, cannot be a specific commodity.

In fact, Matsui explicitly states that searching may be done based on a *type* of item, not the specific item itself. Matsui states that the predetermined search categories include “*type* of personal computer owned” and “*type* of car owned” (Matsui ¶ 0054, emphasis added).

This point is reinforced because Matsui receives information from the user based on the user's registration or the user's online activity (Matsui FIG. 5). Nowhere could Matsui populate the stored commodity information required to enable an identification using *specific commodity as a key*.

**DOCKET NO.:** SHIO-0045  
**Application No.:** 10/533,859  
**Office Action Dated:** December 9, 2009

**PATENT**

In light of the foregoing, Applicant respectfully submits that the claims patentably define over Matsui. Applicant respectfully requests a notice of allowance for claims 2, 7, and 11-18.

Date: February 24, 2009

/Michael A. Koptiw/  
Michael A. Koptiw  
Registration No. 57,900

Woodcock Washburn LLP  
Cira Centre  
2929 Arch Street, 12th Floor  
Philadelphia, PA 19104-2891  
Telephone: (215) 568-3100  
Facsimile: (215) 568-3439